



Communications Inventory

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Purpose

- Address Council Goal 4: Improve Internal and External Communications and Engagement.
- Seek broad based feedback from Council on overall communication outreach and expectations.
- Tonight preludes an upcoming work session on the draft Communications Plan. The intent is to assure a full understanding of existing efforts to contextualize the discussion.

Citizen Survey

- Distributed every two years in Utility Billing insert and also available to complete online. Averages approximately 700 responses
- Survey includes question asking what is their Primary Information Source regarding City of Forest Grove government
- Top sources include Utility Bill (81%), News Times (45%), Facebook (29%)
- Utilize Google Analytics to monitor dispersion and viewership.

Citizen Survey

Source	2018 Percent	2016 Percent	2014 Percent
Utility Bills	81	78	48
News Times	45	48	26
Website	19	19	4
OregonLive	4	7	4
Oregonian	8	11	5
Facebook	29	27	4
Cable TV	2	2	2
Word of mouth	5	7	3

FYI Forest Grove ...

Utility Bill Insert

- Inserted into 9,500 Utility Bills monthly
- All households in FG receive a utility bill
- Limited to 2 pages, front and back, without additional postage
- City programs and/or events have priority
- Non-profit organizations submit events to be included free of charge when space is available
- Also posted on City website

City Ads: News Times











- 1 per week in the News Times, 2 columns by 10 inches (almost a quarter page)
- Highlights upcoming City events or programs
- Reaches 4,000+ FG subscribers plus 4,500 daily web visitors at fgnewstimes.com (\$600/month)

City Website

- Revamped and updated in 2018
- Intent was to streamline to allow for easier and quicker searches
- All pages translatable into different languages

City Website

2019 Page Views and Top 10 Pages

Page ?		Pageviews ? ↓	Unique Pageviews ?
		500,950 % of Total: 100.00% (500,950)	413,232 % of Total: 100.00% (413,232)
1. /		68,832 (13.74%)	57,058 (13.81%)
2. /police/page/forest-grove-police-log		28,676 (5.72%)	25,764 (6.23%)
3. /aquatic		15,483 (3.09%)	13,327 (3.23%)
4. /library		12,758 (2.55%)	9,899 (2.40%)
5. /utilitybilling		12,469 (2.49%)	9,504 (2.30%)
6. /aquatic/page/aquatic-center-hours-rates		11,330 (2.26%)	9,225 (2.23%)
7. /fire/page/open-burning-information		9,917 (1.98%)	8,115 (1.96%)
8. /hr/page/employment-opportunities		7,948 (1.59%)	6,279 (1.52%)
9. /police/page/2019-police-logs		7,273 (1.45%)	6,443 (1.56%)
10. /calendar		6,974 (1.39%)	4,948 (1.20%)

- Pageviews is the total number of pages viewed. Repeated views of a single page are counted.
- Unique Pageviews is the number of sessions during which the specified page was viewed at least once. A unique pageview is counted for each *page URL + page Title* combination.

City Website

January, 2014: 15,316 Unique Pageviews

15,316 people visited this site



January, 2020: 37,455 Unique Pageviews

Page ?	Pageviews ?	↓ Unique Pageviews ?
	45,213 % of Total: 100.00% (45,213)	37,455 % of Total: 100.00% (37,455)

Increased approximately 250%

Facebook Followers

City Hall

2018: 1,429

2019: 1,682

Today: 2,146

+50%

Facebook Followers

Light & Power

2018: 645

2019: 937

Today: 1,169

+81%

Facebook Followers

Library

2018: 685

2019: 844

Today: 1,149

+72%

Facebook Followers

Aquatics

2018: 1,407

2019: 1,588

Today: 1,679

+19%

Facebook Followers

Police

2018: 8,449

2019: 9,197

Today: 10,509

+24%

Facebook Followers

Fire

2018: 12,062

2019: 13,080

Today: 14,209

+18%

Next Steps

- Seek Council feedback prior to finalizing draft Communications Plan
- Complete internal review of Communications Plan
- Hold work session with Pitchfork (consultant) and Council
- Seek Council adoption of Communications Plan
- Implement Communications Plan